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FOR PUBLIC AFFAIRS STAFF

PROGRAM The 6:00 O'Clock Report STATION WJLA TV  
DATE February 6, 1984 6:00 PM CITY Washington, DC  
SUBJECT CIA Recruitment

RENEE POUSSAINT: Check the want ads. The CIA is looking for a few good spies. And Kathlene Matthews has the story next.

DAVID SCHOUMACHER: And keep my mouth shut. I don't think I'd be a good candidate.

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SCHOUMACHER: You may have noticed the ad in the Sunday papers: The CIA is looking for a few good agents. And, as News 7's Kathlene Matthews reports, the glamor of spying seems to be making a comeback.

KATHLENE MATTHEWS: The three letters CIA generally conjure up visions of the Berlin Wall, East-West intrigue and spies trying to come in from the cold. So this ad in yesterday's New York Times caught our eye, just as the CIA hoped it would.

In these ads what are you trying to appeal to?

MAN: Well, the best and the brightest, you know. The intelligence profession, which we think is a very important aspect of our national policy, we want to make sure that we get the best we -- the country has to offer.

[Clip of 007 movie.]

MATTHEWS: With the recent resurgence of 007 on film, the CIA has found recruiting is going well, so well, in fact,

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that they are back hiring on college campuses like MIT and Stanford University.

The ads now running nationwide in major metropolitan newspapers play on the romance. "You can forget about the 9:00 to 5:00 routine," they say. "You must be adventurous."

But contrary to the notion portrayed in the best selling spy novels published these days, not all CIA agents are assigned to the jungles of Third World countries where they train insurgent guerillas to overthrow leftist governments.

SECOND MAN: Well, central intelligence has a wide range of responsibilities, and obviously, the most important is to provide to our policy makers analytical judgment of what's going on in the world. And to make those judgments, we need the brightest people we can find in as many disciplines as you can think of. In many ways we're like a very large academic institution.

MATTHEWS: The leaders of some governments would like the world to believe that every U.S. diplomat and ambassador assigned to overseas missions is an agent for the CIA.

The CIA's Director of Personnel says that's a gross exaggeration of the agency's penetration. He did say, however, that under Director William Casey the CIA is growing. He would not say how many agents they hope to recruit or how many people actually work for the CIA. That's top secret.

[Clip of James Bond movie.]

MATTHEWS: But for many people, the secrecy is part of the romance.

At the Central Intelligence Agency in Northern Virginia I'm Kathlene Matthews, News 7.